

Curriculum Crosswalk Template

Course: E-Commerce Marketing

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Program Area: Marketing Education

The student will:

Present Tense/Action Verb	Adjective	Object (limit to one object)	Method of Evaluation/Assessment	Idaho State Achievement Standard	National Standard
address	the concept of	privacy policy	explain privacy policies and there reasoning		
address	the concept of	website promotion	explain why website promotion is important	975.01 b 2	
analyze	the purpose of	an organization's website	explain the organizational factors in the website design.		
analyze	the need of a	website	walk through with client to determine needs	964.03 a; 989.01 b; 991.01 a	
apply	marketing functions	to internet marketing	Use functions of marketing in website design	964.02 a i, 975.01 b1	
communicate	effectively	with clients	demonstrate communicating with client	964.03 a; 989.01 b 991.01 a;	
demonstrate	collecting	customer data	collection of portfolio	975.02 b1 i	

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			of data gathered.		
demonstrate	effective	website design	Design a website for client	964.2 a i; 975.01 b1 b5	
demonstrate	the steps of	marketing research	conduct research for client	989.01 b 991.01 a	
demonstrate	the need for	organizational skills	keep portfolio organized with all data collected	964.03 a; 975.01 b 4; 975.02 b1 i	
describe	the techniques of	branding	show examples of branding	964.2 a i	
describe	the use of	browsers impact	explain how browser impacts a website		
describe	the concept of	business plan structure	write a business plan	964.2 a i	
describe	how to use	customer database	explain customer database and its importance	989.01 b 991.01 a	
describe	the concept of	global internet marketing	explain why global internet marketing is important.		
describe	the concept of	internet advertising	demonstrate advertising skills on website	964.2 a i; 975.01 b1 b5	

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distinguish	between	different internet marketing careers	Research different internet marketing careers and prepare a summary		
describe	the concept of	marketing plan structure	Develop a marketing plan	964.2 a i	
describe	the impact of	positioning	explain positioning and how it fits in with internet marketing	964.2 a i	
describe	the term	promotional mix	Explain promotional mix.	964.2 a i	
describe	the concept of	role of marketing plan within the business plan	Demonstrate knowledge of marketing plan in the business plan.	964.2 a i	
describe	the concept of	traditional marketing channels	Explain the different traditional marketing channels.		
demonstrate	design of	website	Produce a website	964.2 a i; 975.01 b1 b5	
Prepare	an example of a	budget	Produce a budget in the business plan		
Prepare	an example of an	electronic portfolio	Gather websites they	964.03 a; 975.02 b1 i	

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			have designed and put in a portfolio		
develop and identify	examples of a	marketing plan	Design a marketing plan within a business plan	964.2 a i	
distinguish	between different	website types	Explain different website types.		
employ	the concept of	teamwork skills	Demonstrate effective teamwork skills	964.03 a	
evaluate	a Web site	effectiveness	Use software to evaluate a website	964.03 a	
examine	the concept of	ethical issues	Articulate reasons for having good ethics		
examine	the concept of	legal issues	Identify laws that pertain to e-commerce	964.01 a i	
exhibit	dependable	behavior	demonstrate dependable behavior.	964.03 a	
explain	the concept of	basic marketing functions	Articulate the basic marketing functions and how they relate to e-commerce		
explain	the concept of	business plan	Produce a business plan		

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		purpose			
explain	importance of	creative, technology marketing expertise in internet marketing	Demonstrate creative and technological uses in portfolio	975.01 b1 b5; 975.02 b1 i	
define	the concept of	internet marketing	explain internet marketing		
define	the term	marketing	explain the term marketing		
explain	the concept of	marketing mix	develop the marketing mix in the written business plan	964.2 a i	
explain	the concept of	target marketing	Evaluate target market for business plan and website design	964.2 a i;989.01 b 991.01 a	
identify	trends in the	industry	Explain the various trends current in the industry of e-commerce		
identify	strategies in	internet security	Use of security strategies for e-commerce		

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